

## MESSAGE CONFIRMATION

DATE:01/30/96 TIME:09:29

ID:BFLO RJR

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
01/30	09:38	01'09"	610 944 5094	G3-S	003	OK

51859 6131

**RJ Reynolds**  
Tobacco Company

TO: Herb Bathe  
FROM: Anne / 1600  
DATE: 1/29/96  
RE: This is example  
of form to be filled  
out for Norman Dresser.  
Thanks

PAGE 1 OF 2  
IF YOU DO NOT RECEIVE ALL PAGES OF THIS FAX,  
PLEASE CONTACT (716)634-3143. THANK YOU

51859 6132

<b>Name:</b> <b>ROY FLOOD</b>	<b>Title:</b> <b>President, P &amp; C Food Markets and Quality Markets</b>
<b>Account Overview</b>	
<b>P &amp; C FOOD MARKETS</b> <b>P. O. Box 4965</b> <b>State Fair Blvd.</b> <b>Syracuse, NY 13221</b>	<b>Telephone: (315) 457-9460</b> <b>FAX: (315) 461-2474</b>
<ul style="list-style-type: none"> <li>• <u>Trading Area:</u> <i>Upstate NY and PA</i></li> <li>• <u>Type of Operation:</u> <i>Supermarket</i></li> <li>• <u>Number of Company-Owned Retail Outlets:</u> <b>69</b></li> <li>• <u>If Wholesale Operation, Number of Retail Outlets Served:</u> <b>67</b></li> <li>• <u>If Wholesale Operation, Major Chains/Group Stores Supplied:</u> <i>Big M Supermarkets, Hometown Mkts., Midstate Mkts.</i></li> <li>• <u>Major Competitors:</u> <i>Price Chopper/Wegmans, Great American</i></li> </ul>	
<b>History of Chain/Account</b>	
<ul style="list-style-type: none"> <li>• <i>Just completed 50 years of business in 1993.</i></li> <li>• <i>Currently a part of the Penn Traffic Corporation</i></li> <li>• <i>In August 1993, P &amp; C Warehouse began shipments to Quality Mkts. in Western NY and PA. In July 1995 will begin shipments to Insalaco.</i></li> <li>• <i>In 1994, completed construction of a new reclamation center and moved all their buying offices into the new structure.</i></li> </ul>	
<b>Business Profile</b>	
<b>Direct Account (Yes/No): Yes EFT (Yes/No/NA): Yes % EFT: 100%</b> <b>Partners: Wholesale and Retail participation</b> <b>If not direct, major cigarette supplier:</b>	
<ul style="list-style-type: none"> <li>• <i>P &amp; C Warehouses cigs. in Syracuse NY and carry over 250 brand styles. In addition to the P &amp; C Supermarkets, they supply over 140 indep. supermkts. and grocery stores, including Big M Supermarkets, Hometown Markets, IGA Stores, Midstate Markets and more.</i></li> <li>• <i>Participated in Focus II Plan "A". Has signed Partners Wholesale.</i></li> <li>• <i>Accepts all new brands.</i></li> </ul>	
<b>Merchandising Profile</b>	
<b>General Comments</b>	
<ul style="list-style-type: none"> <li>• <i>RJR carton merchandisers in 95% of the stores.</i></li> <li>• <i>RJR exclusive package fixturing primarily in non-self service courtesy centers. Will move to self service in July 1995.</i></li> <li>• <i>Placed small pack displays to feature Private Label, Extra Value supplied by RJR.</i></li> <li>• <i>Currently moving toward non-self-service - approximately 95% by carton and 80% by pack; however, changes will take place in July 1995 - going self service packs.</i></li> </ul>	
<b>Personal</b>	
<b>Spouse: Donnette</b> <b>Interests:</b>	<b>Address:</b>
<ul style="list-style-type: none"> <li>• <i>Likes fishing and golf.</i></li> <li>• <i>In 1995, Roy Flood was appointed President of P &amp; C Food Markets and Quality Markets.</i></li> </ul>	

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Name:		Title:	
<b><u>Account Overview</u></b>			
		Telephone:	
		FAX:	
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<b><u>History of Chain/Account</u></b>			
•			
<b><u>Business Profile (include current hot issues with account in this section)</u></b>			
Direct Account (Yes/No):		EFT (Yes/No/NA):	% EFT:
Partner's Status:			
If not direct, major cigarette supplier:			
•			
<b><u>Merchandising Profile</u></b>			
General Comments			
•			
<b><u>Personal</u></b>			
Spouse:		Address:	
Interests:			
•			

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